

5. How is the business (and/or its management) **planning to respond** (or how is it **responding**) to the influence(s) you have identified.

### Useful Resources.

The Daily Telegraph and other daily newspapers. **Find an excellent story (your stimulus) on a business that is being influenced by a change(s) to its business environment (either internal or external influence).** This is a useful starting point. Find other newspaper stories on the same business and its environment. Search the internet for information on the business. Find out **more about the business by looking at internet resources** (using search engines such as Yahoo and Google).

### The Written Hand In Task.

- Written report should be **1000-1200 words in length** (2-3 pages) and **typed**.
- **Attach the main newspaper story you used (your stimulus)** to begin your task.
- All written tasks will be **assessed against the marking criteria** (standards) published by teachers when the task is handed out in class. To achieve a mark in the range of 17-20 marks students should demonstrate **all or most of the criteria in the 'A box'.**
- The writing should be **fully referenced and sourced**. It should **have a bibliography** (including internet addresses used for research). To source and reference students should say **'Smith says'** or **'according to Smith'** or use **'Smith page 27'** (or **dated if a newspaper story**). If sourcing from the internet use (see [www.woolworths.com.au](http://www.woolworths.com.au)).
- Students **may receive a zero mark if in the opinion of the teacher the bulk of the body of the writing is plagiarised.**
- All written tasks must be handed in with the **coloured cover sheet attached to the front.**

### The Oral Presentation.

1. The Oral Presentations will commence in class Monday 7<sup>th</sup> 2008. (see attached Schedule).
2. The oral must be an **individual** effort. Students **are not to simply read out their written task**. Students need to organise another way to communicate using oral presentation (small palm cards for example). A Power Point presentation is acceptable but you must organize this in advance with your classroom teacher.
3. **Be on the same business as the written task.**
4. **Be 3-5 minutes** in duration. Practice and time your talk. Students may take up to a minute longer. The oral will be timed in class. Obviously if a student fails to give a talk of less than 5 minutes **the research will be judged as inadequate**. A talk beyond 6 minutes may be judged as a student trying to **achieve 'unfair advantage'** over other students.
5. Follow the content outlined above regarding **name** and **fully classify** the business; identify its stage in **the business life cycle** and give reason(s) for that stage; identify and **explain the environmental influence(s)** currently affecting the business; say how the influence(s) **impact on (or affect) the business**; determine whether the influence(s) is **a threat or an opportunity** and explain fully how the **business is responding (or intending to respond) to this influence**.
6. Students can **organize teaching materials** for handing out (if required) but **it is not essential**.
7. The oral presentation will be **marked against the published criteria** (attached).
8. All students **will be scheduled to do their oral presentation in class on a particular day.**

*Mr. Newell and Mr. Corbett Good luck to all!*